



Rally Schedules

City Hall: 8:00 a.m. to 5:00 p.m. for normal City business.

City Parks: City parks will remain open for normal daytime use but no shelter reservations will be made for the week of Rally.

Community Center: Aug. 7 & 8, 7:00 a.m. to 7:00 p.m. Monday, Aug. 9 - Friday, Aug. 13, 5:00 a.m. until 9:00 p.m. Sunday, Aug. 15, 7:00 a.m. to 6:00 p.m.

Food Pantry: Closed August 4-15.

Library: Closed on August 7, 8, 14, and 15. Open 8:00 a.m. until 4:00 p.m. on August 9-13.

Liquor Store: Open August 6 - 16 from 7:00 a.m. until midnight.

Rally Department: The Rally Department will be working from the Rally Headquarters at the Armory 1021 Main Street from 9:00 a.m. until 6:00 p.m.

Announcements And Meetings

Sturgis City Council: Monday, August 2 and Monday, August 16 at 6:30 p.m. in the Sturgis Community Center on Lazelle.

Forestry: No meeting in August.

Planning and Zoning: August 24 at 6:30 p.m. downstairs at City Hall.

Park Board: No meeting in August.

MUB Board: August 18, at 8:00 a.m. downstairs at City Hall.

Library Board: August 25, at 4:00 p.m. in the Sturgis City Library.

Meeting schedules in August may be changed due to the Rally - please check our website calendar at Sturgis-sd.gov for updates or call ahead to confirm your meeting date and time.

How Does the Rally Benefit Me?

We all know about the burdens of the Rally. The crowds, traffic, trash and noise are more than an inconvenience and place a heavy burden on our quality of life for 10 days in August. Why do we have the Rally? Is the Rally really worth it? Yes, and here's why.

We conduct the Rally to generate revenues for our citizens and we use those dollars to improve the quality of life in our community. Every dollar we collect from the Rally is a dollar we don't have to request from property taxes to pay for things residents want like streets, parks and public safety services. In other words, the Rally helps keep your property taxes lower than what they would be without the Rally.

The best example of benefits to the citizens is the sales tax collected during the Rally. In looking back at 2009, 40% of our sales tax or \$1,089,166 was collected in the Rally months of August, September and October; it takes the State about three months to collect sales tax from vendors. When you filter out average collections in the non-Rally months, the Rally

contribution is estimated at \$907,655 or \$1 out of every \$3 collected which is primarily paid by our visitors.

To put that \$907,655 in perspective, the City is currently paying for the Community Center, Library and Fire Hall through a sales tax bond which costs the City a bond payment of about \$600,000 per year. The City is also investing \$300,000 per year in the Street Pavement Program. So, you can certainly see where \$907,655 in sales tax alone collected from Rally pays for community improvements that benefit our residents.

The Rally also generates other economic activity dollars for our citizens. In looking back at 2009, some of the revenue sources include vendor fees of \$241,150, City property rental revenue of \$186,780, sponsorship fees of \$342,276, special sanitation fees

(Continued on inside)



City Sets Sights On Economic Development

One of the core focuses of the Future Sturgis initiative is to use economic development to bring retail and economic opportunities to the Sturgis area. The City Council supports local economic development initiatives and the City is working in conjunction with the Chamber and the Sturgis Economic Development Corp to promote our community to potential developers. In an effort to market commercial properties to potential buyers, the City has created a retail development portal on our municipal website. As potential developers are identified, they are referred to the website to view photos and other important data related to the various properties being offered for development.

In addition to direct marketing methods, City representatives participated in the annual Global Retail Real Estate Convention (RECON 2010). This convention is the world's largest gathering of real estate professionals. More than 50,000 retail development professionals attended this year's conference and 1,800 exhibitors provided information about their services. It is estimated that 2/3 of all retail leases are signed at this conference. By attending this event, City representatives were able to network with potential developers and share information about our community, work force, and retail potential. *"This was the right place for us to be - the right people to talk to,"* said City Manager Dave Boone.

Several leads were generated at the conference and over the next few months follow up work will be done with the goal of bringing several new quality retail businesses to our community.



Officials

Mayor

Maury LaRue 347-4422

Council Members

Ward One:

Joe DesJarlais 347-7928

Kelly Vasknetz 490-0361

Ward Two:

Mark Carstensen 561-0283

David Hersrud 347-5061

Ward Three:

Clint Brengle 720-0171

Jamie McVay 720-5780

Ward Four:

Tim Potts 720-4233

Bernadette Usera 720-9424

City Manager

Dave Boone 347-4422

The following streets will have temporary travel restrictions during the Sturgis Motorcycle Rally:

Main Street between Middle Street and Fourth Street: open to motorcycle traffic only Aug. 6 - Aug. 14.

First, Second, and Third Streets from Sherman Street north to Lazelle Street: open to motorcycle traffic only Aug. 6 - Aug. 14.



Kinship Road from Lazelle Street to the Post Office: Closed to all traffic on Aug. 8-12 from Noon until 6:00 p.m. Williams Street behind the Community Center will remain open for access to the Post Office.

Fifth Street from the Community Center to Lazelle Street: Closed to all traffic Aug. 6 - Aug. 14.



Temporary Stop Signs will be placed at the following intersections to assist with traffic flow Aug. 1 - Aug. 21:

- Nellie and Lazelle
- Middle and Lazelle
- 1st and Lazelle
- 3rd and Lazelle
- 6th and Lazelle
- 20th and Hwy 14A
- Junction Avenue and Sherman
- Junction Avenue and Park



Sherman Street between Junction and Fourth Street will be motorcycle parking only along the north side of the street.

Main Street between Fourth and Seventh Streets will be motorcycle parking only along the south side of the street.

Please plan your travel in the downtown area during the morning hours if possible. Congestion increases significantly during the afternoon and evening hours. The Harley-Davidson Road Tour will cause an increase in pedestrian travel along and across Lazelle Street so please use caution if you need to drive in these areas. Traffic patterns may change based on safety concerns.

(Rally - continued from front)
of \$134,400 and property taxes on 42 "Rally only" type of commercial properties that pay an estimated \$106,479 in annual property taxes. These Rally revenue sources total \$1,011,085 to cover extra services needed during the Rally, but ultimately they add bottom line dollars to cover City services that benefit residents.

You can see from this brief analysis of the Rally we have identified \$1,918,740 in Rally dollars. For every dollar we net from the Rally is a dollar we don't have to request in property taxes from our residents. The big benefit of enduring 10 days of the Rally is that the event helps keep your property taxes lower than what they would be without the Rally. As we have shown, the Rally benefits the citizens by helping pay for the Community Center, the Library, the Fire Hall and new streets.

As part of a new Council communication effort, we will be placing "Paid for by the Rally" signs around town on City projects to keep residents informed about how the Rally benefits our City.

Harley-Davidson Road Tour

The Harley-Davidson Road Tour will run from Friday, Aug. 6 through Saturday, Aug. 14 at the intersection of Lazelle and 3rd streets (near Lynn's DakotaMart) in downtown Sturgis. In recent years, most Harley-Davidson activities for the Sturgis Rally had been located in Rapid City, S.D. at the Rushmore Plaza Civic Center.

Harley-Davidson demo rides for 2011 motorcycles will be available in Sturgis near the Whitewood Service Road at Exit 30.



"Right smack in the middle of Sturgis seems like the ideal place for Harley-Davidson to spend the week," said Steve Piehl, Harley-Davidson Director, Consumer Events Marketing. "We recently made a similar move to an outdoor rally experience for Daytona Bike Week this year and it was extremely popular. We listen closely to our customers and believe that they will love the new Sturgis locations for our Road Tour activities, demo rides and H.O.G. pin stop."

For the most up-to-date information on Harley-Davidson events at the 2010 Sturgis Rally, please visit the Experience section at www.harley-davidson.com/sturgis.

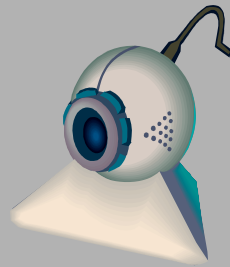
Previous Rally Statistics

DESCRIPTION	67TH 2007	68TH 2008	69TH 2009
Estimated Attendance	507,234	414,917	442,163
Tons of Garbage Hauled	616	543	565
Marriage Licenses Issued	79	66	62
Vendor Licenses Issued - Sturgis	818	697	696
Vendor Licenses Issued - Meade Co.	225	204	207
Mt. Rushmore Traffic Counts	78,236	58,054	78,469
DOT Traffic Counts	461,507	405,475	394,009
Taxable Sales/Temporary Vendors	11.75 mil	10.4 mil	10.1 mil
SD State Sales Tax Collected	563,838	418,716	404,591
Sturgis City Sales Tax Collected	235,079	217,155	202,295
SD Dept. of Tourism Tax Collected	140,685	104,286	150,506

Check out the new Sturgis Webcams

The City of Sturgis will be activating four new webcams in the downtown area.

You can check on traffic, weather conditions, and other activities from your computer. Simply click on the "webcam" link on the left side of our home page at www.sturgis-sd.gov.



Severe Weather Warnings

The 2009 Rally included severe weather with high winds and dangerous hail. During the 2010 Rally, the warning sirens will be activated if we are under a severe thunderstorm warning and weather spotters confirm either large hail or high winds approaching our area.

Current weather information is available from the National Weather Service NOAA as well as local radio stations KBHB 810 AM and KNKL - Knuckle Radio at 1610 AM.

Last year several people suffered injuries from vehicle accidents because they attempted to drive during and immediately after the storm. If severe weather conditions exist, seek shelter in a sturdy building away from windows and stay put until the storm passes, hail has melted and streets are clear. Keep an eye on the skies - it is not unusual for a second storm to follow within minutes of the first.



Contact Information

City Manager 347-4422
City Attorney 347-4422
Code Enforcement 347-4424
Community Development 347-4424
Finance Office 347-4422
Human Resources 347-4422
Rally Department 720-0800
1040 2nd Street

Community Center 347-6513
5:00 - 9:00 Mon. - Fri.
8:00 - 8:00 Sat.
Noon - 8:00 Sun.
1401 Lazelle Street

Fire & Ambulance 347-5801
Emergency 911
7:00 - 5:00 Mon. - Fri.
1901 Ball Park Road

Library 347-2624
8:30 - 7:00 Mon. - Thu.
8:30 - 5:00 Fri.
8:30 - 4:00 Sat.
1040 2nd Street

Liquor Store 347-5983
8:00 - 10:00 Mon. - Sat.
10:00 - 8:00 Sun.
1075 Lazelle Street

Parks Department 347-9018
8:00 - 5:00 Mon. - Fri.
1040 2nd Street
Shelter Reservations call
347-4422

Police Department 347-5070
Emergency 911
1400 Main Street

Public Works 347-3916
7:00 - 4:00 Mon. - Fri.
1057 Dudley Street
Rubble Site
8:00 - 5:00 Tue. - Fri.
8:00 - 12:00 and 1:00 - 5:00
Mon. and Sat.

Water Department 347-4425
8:00 - 4:45 Mon. - Fri.
After Hour Emergency call
Police Dispatch 347-2573